

Invest Kenya Website â Client Documentation

Welcome! This document is written for **non-technical editors and clients**. It is intentionally detailed

If you read nothing else, remember this:

> â **Almost everything you see on the site comes from WordPress custom fields.**

ð Quick Overview (What this site is)

- **Platform:** WordPress
- **Editing approach:** Mostly **custom fields**, with a small amount of **Elementor**
- **Design philosophy:** No hardcoded text; content is controlled from the editor

This site was built so that you can update content safely and consistently. Most sections are â smart b

- If you leave a field empty, the section simply wonâ t show.
- You donâ t need a developer for normal updates.

ð Homepage (Important)

The **homepage** is the most visible entry point to the site. It contains the primary brand messaging a

Because this page carries the main narrative, any updates here should be carefully reviewed for tone,

â Editing Any Page (Simple Stepâ byâ Step)

1. Log in to WordPress.
2. Go to **Pages** and open the page you want to edit.
3. Scroll down to the **custom fields** section.
4. Fill in the text, numbers, or upload images.
5. Click **Update**.

â Done. The website updates immediately.

ð ï, Elementor Guidance (Important for News, Resources, Events, Governance)

Many pages look similar and reuse the same layout. To keep the design consistent:

When adding a *new post page* (News / Events / Resources / Governance)

1. **Duplicate** an existing post page (so the design stays consistent).
2. Open the duplicated page **with Elementor**.
3. Update the layout blocks **only if necessary** (usually you donâ t need to change layout).
4. Edit the post itself (title, content, featured image, and required custom fields).

5. Save and update.

This method ensures:

- The layout matches the current style
- Custom field sections work properly
- The new post looks the same as other posts in that section

â ****Tip:**** Use the ****Duplicate Page**** plugin for fast duplication.

ð§' Known Layout Fix (Leroux Theme Padding Issue)

Some pages can look â brokenâ because the Leroux theme adds extra left/right padding when many

Use the pageâ s actual ID in the selector (example below uses '13407'):

```
""
.page-id-13407 .qodef-grid,
.page-id-13407 #qodef-page-content.qodef-grid,
.page-id-13407 #qodef-page-inner.qodef-content-grid,
.page-id-13407 .qodef-grid-inner {
    max-width: 100% !important;
    width: 100% !important;
}
""
```

Repeat this per page by replacing the ID to match the page you are editing.

ð"i, Pageâ byâ Page Content Guide

Below is a detailed checklist of what each page needs. This is your â preparation list.â

1) Why Kenya (Main Page)

A multiâ section landing page that highlights why investors should consider Kenya.

****What to prepare:****

- Strong headlines (often split into 2 parts)
- Key statistics and highlights
- Short explanatory text for each block
- Icons and supporting images
- Images for tabbed sections

****Main content areas:****

- ****Hero reasons section**** (icons + short text)
- ****Statistics section**** (big numbers + explanations)

- **Cards section** (icons with short supporting text)
- **Tabbed image gallery** (visual showcase)

Important note: The large banner slider is **primarily used on the homepage**, not on every page.

2) Incentives

A structured page for incentives and investment benefits.

What to prepare:

- Three tab titles
- Detailed text for each tab (info blocks + steps)
- Two column content for eligible investments

Why it matters:

- Tabs allow lots of information without overwhelming the page
- The two column block makes long text easier to read

3) Laws and Regulations

A formal and informative page focused on legal guidance.

What to prepare:

- Tab titles and tab text (policies, regulations, guidance)
- Supporting links or calls to action
- Secondary explanatory content below the tabs

Tip: Keep this page well structured and skimmable.

4) Investment Trends

A data driven page that shows growth, patterns, and opportunities.

What to prepare:

- Strong statistical highlights
- Trend descriptions
- Supporting text blocks

Tip: Readers scan this page, so keep text concise and data clear.

5) Opportunities (Overview Page)

This page introduces opportunities before visitors dive into sector details.

****What to prepare:****

- Two short paragraphs
- Contact or CTA text
- Button label + link

6) Investment Opportunities (Listing Page)

Shows individual opportunity posts with filters.

****For each Opportunity post, prepare:****

- Investment Amount
- Project Stage
- County / Region

These fields power the filters and help users find what they need.^a [F:leroux-child/components/opportunities](#)

7) Sector Pages (Agriculture, ICT, Tourism, etc.)

Every sector page has two big sections:

1. ****Overview Block**** â short intro + key numbers
2. ****Tabs Block**** â deeper details, checklists, logos

****What to prepare:****

- Strong overview text
- Snapshot numbers + labels
- Tab titles and descriptions
- Logos/images inside each tab

8) Get Started

A stepâ byâ step guide for investors.

****What to prepare:****

- Main title + intro paragraph
- Two step blocks (numbers + text)
- Button labels + links
- Icon grid (title + short text for each)

9) About Us

This page tells the story of the organization.

****What to prepare:****

- Vision / Mission / Values statements
- History highlights
- Partner logos

10) Governance

Leadership listing page.

****What to prepare for each Governance post:****

- Full name
- Job position / title
- Photo

****Important:**** The job position/title is required to display correctly.^a F:\leroux-child/components/govern

11) News

Populated from News posts.

****What to prepare for each News post:****

- Title
- Featured image
- Short excerpt or intro paragraph

****Best practice:**** Duplicate a previous news post layout to keep styling consistent (see Elementor guid

12) Events

Populated from Events posts.

****What to prepare for each Event:****

- Location
- Start date
- End date

These fields allow filters and date display to work properly.^a F:\leroux-child/functions.php L236-L260^a

13) Resources

Resources are downloadable documents.

****What to prepare for each Resource:****

- Title
- Download link (URL)
- Optional category or type

Download links are required so users can access files.^a F:\leroux-child/components/resources-filters-s

14) Careers

Managed as posts.

****What to prepare for each Career post:****

- Job classification
- Location
- Description

These fields appear on the job detail page.^a F:\leroux-child/functions.php L186-L203^a

ð§' Plugins in Use (Active & Explained)

Below is a plain language explanation of each active plugin and why it matters.

& Core content system

- ****Advanced Custom Fields (ACF)**** & the most important plugin on the site. It creates the extra fields

& Page building & layout

- ****Elementor**** & the visual page builder used for layouts and section placement.
- ****Elementor Pro**** & adds advanced widgets, theme builder tools, and dynamic capabilities.

& Backups & migration

- ****All in One WP Migration**** & export/import full site backups.
- ****All in One WP Migration Unlimited Extension**** & removes size limits during migration.
- ****Migrate Guru**** & alternative migration tool for moving the site.

& Performance & optimization

- ****LiteSpeed Cache**** & speeds up the site with caching and optimization tools.
- ****QODE Optimizer**** & compresses and optimizes images across the site.

& Forms & marketing

- ****Contact Form 7**** & powers contact and enquiry forms.
- ****MC4WP (Mailchimp for WordPress)**** & connects the site to Mailchimp for newsletter signups.

â Translation & accessibility

- **GTranslate** â adds multilingual translation support.
- **Ally** â Web Accessibility & Usability â provides accessibility tools (contrast, resizing, etc.).

â Theme & design utilities

- **Leroux Core** â required for themeâ specific features (shortcodes, custom blocks).
- **Qode Framework** â the foundation framework for the theme.
- **Qi Addons for Elementor** â extra Elementor widgets.
- **Qi Blocks** â additional Gutenberg blocks.

â Editorial workflow

- **Duplicate Page** â duplicating pages/posts quickly (very useful for consistent layout).
- **Classic Widgets** â keeps the classic widget screen.
- **WP File Manager** â direct file access (use carefully; only for admins).
- **Envato Market** â used for theme and plugin updates from Envato.

â WooCommerce compatibility (kept active)

- **QODE Quick View for WooCommerce** â quick product preview.
- **QODE Wishlist for WooCommerce** â wishlist feature.

ð Extra Tips for Editors

- **Empty field = hidden section.** If something disappears, check the custom fields.
- **Keep image sizes consistent.** It improves layouts in grids and tabs.
- **Keep paragraphs short.** The website is designed for scanning.
- **When in doubt, duplicate a similar page/post** and replace content.

If you want, we can also create:

- A **visual PDF checklist**
- A **field inventory** for each page
- A **training walkthrough video**